

ORDER



Orders
Order / Rev: 189465
Alt Order #:
Product Desc: SEIU/AFSCME/NEA
Estimate: 1949
Flight Dates: 12/20/12 - 12/24/12
Original Date / Rev: 12/18/12 / 12/18/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: New Media Firm
Buying Contact:
Billing Contact:
 1322 G St.SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISSUE/SEIU/AFSCME/NEA
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P3
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/24/12	13	\$13,450.00	\$11,432.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	13	\$13,450.00	\$11,432.50	0.00
Totals	13	\$13,450.00	\$11,432.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	25%	\$13,450.00
Market	100%	\$53,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	25%	\$13,450.00
KDEN+	0%	\$0.00
KDVR+	20%	\$10,760.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVD	0%	\$0.00
KUSA	30%	\$16,140.00
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	12/20/12	12/21/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	---TF--	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	---TF--		2				\$600.00		0.00			
N 2	KMGH	12/24/12	12/24/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/24/12	12/30/12	M-----		1				\$600.00		0.00			
N 3	KMGH	12/20/12	12/21/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	---TF--	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	---TF--		2				\$650.00		0.00			
N 4	KMGH	12/24/12	12/24/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/24/12	12/30/12	M-----		1				\$650.00		0.00			
N 5	KMGH	12/20/12	12/21/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	---TF--	:30	2	\$2,500.00	P3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	---TF--		2				\$2,500.00		0.00			
N 6	KMGH	12/24/12	12/24/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	M-----	:30	1	\$2,500.00	P3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/24/12	12/30/12	M-----		1				\$2,500.00		0.00			
N 7	KMGH	12/22/12	12/22/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	-----S-		1				\$400.00		0.00			
N 8	KMGH	12/22/12	12/22/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	-----S-		1				\$550.00		0.00			
N 9	KMGH	12/22/12	12/22/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	-----S-		1				\$800.00		0.00			
N 10	KMGH	12/23/12	12/23/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	12/17/12	12/23/12	-----S		1				\$450.00		0.00			
Totals													13	\$13,450.00	